

Other embodiments are also within the scope of the claims of this invention. For example, while advertising panels may be located on the backsides of the checklist sheets as mentioned above, it also stands to reason that advertising panels may be located on the sides or edges of the primary checklist sheets themselves. In addition, the front and/or back covers could also be used as locations for advertising panels. In addition to advertisement panels or logos, other direct sales overtures are possible such as fold-out advertisement panels and/or coupons.

## CLAIMS

I claim:

1. An aviation checklist to be used to verify and/or record information, including pre-flight, in-flight and pre-landing conditions and preparations characterized by:

- a. A printed notebook body comprising a first and second cover pages and one or more interior pages containing said information, located between said first and second cover pages;
- b. A binding means for binding together the cover pages and interior pages; and
- c. One or more advertising panels located on one or more of said first and second cover pages and said interior pages, for communicating a message to the user of said aviation checklist.

2. An aviation checklist as described in claim 1, wherein said interior pages are constructed of one or more of a group of materials including; paper, laminated paper, or plastic.

3. The aviation checklist of claim 1 wherein said binding means is comprised of a helical binding coil element disposed along a coil axis, and wherein said first and second cover pages and said interior pages are further defined as including a multiplicity of binding apertures

220 disposed along a binding edge of said pages with the spacing between said apertures corresponding to the spacing between the turns of said helical binding coil element.

4. The aviation checklist of claim 1 wherein said binding means is comprised of a tubular plastic member incorporating coaxial curled comb-like tine elements attached to a common elongated rib part, wherein said cover pages and interior pages are further defined as including a multiplicity of binding apertures, and wherein said tine elements pass through said apertures to bind the pages together to form a notebook.

225 5. The aviation checklist of claim 1 wherein said first, second and interior pages are further defined as including two or more generally round apertures, and wherein said binding means is further defined as a coaxial element of a binding member, within a notebook of the type having a spine and a plurality of spaced rings attached to the spine which may be opened and closed, and wherein said spaced rings generally match the spacing of said spaced apertures and generally correspond to conventional multi-ring notebooks.

230 6. The aviation checklist of claim 1 wherein said binding means is comprised of a conventional book binding means.

235 7. The aviation checklist of claim 1 wherein said advertising panels are located on the backside of said first or second covers or the backside of said interior pages.

8. The aviation checklist of claim 1 wherein said advertising panels are located on the front side and along the edges of said first and second covers or the front side along the edges of said interior pages.

240 9. A method for delivery of an advertising message to a user of an aviation checklist comprised of constructing an aviation checkbook characterized by:

a. A printed notebook body comprising a first and second cover pages and one or more interior pages containing said information, located between said first and second cover pages;

245 b. A binding means for binding together the cover pages and interior pages; and

c. One or more advertising panels located on one or more of said first and second cover pages and said interior pages, for communicating a message to the user of said aviation checklist.

10. The method of claim 9, wherein said interior pages of said aviation checkbook are

250 constructed of one or more of a group of materials including; paper, laminated paper, or plastic.

11. The method of claim 9, wherein said binding means of said aviation checkbook is comprised of a helical binding coil element disposed along a coil axis, and wherein said first and second cover pages and said interior pages are further defined as including a multiplicity of binding apertures disposed along a binding edge of said pages with the spacing between said apertures corresponding to the spacing between the turns of said helical binding coil element.

255 12. The method of claim 9 wherein said binding means is comprised of a tubular plastic member incorporating coaxial curled comb-like tine elements attached to a common elongated rib part, wherein said cover pages and interior pages are further defined as including a multiplicity of binding apertures, and wherein said tine elements pass through said apertures to bind the pages together to form a notebook.

260 13. The method of claim 9 wherein said first, second and interior pages are further defined as including two or more generally round apertures, and wherein said binding means is further defined as a coaxial element of a binding member, within a notebook of the type having a spine

and a plurality of spaced rings attached to the spine which may be opened and closed, and

265 wherein said spaced rings generally match the spacing of said spaced apertures and generally correspond to conventional multi-ring notebooks.

14. The method of claim 9 wherein said binding means is comprised of a conventional book binding means.

15. The method of claim 9 wherein said advertising panels are located on the backside of said 270 first or second covers or the backside of said interior pages.

16. The method of claim 9 wherein said advertising panels are located on the front side and along the edges of said first and second covers or the front side along the edges of said interior pages.

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